



7 Ways Technology Can Improve The Contact Centre

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Thought for the day....

According to Bill Gates

- *“The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency.*
- *The second is that automation applied to an inefficient operation will magnify the inefficiency.”*



#1 – Have a strong business case



Step 1 – understand the benefits

- Technology is an enabler
- It could:
 - improve the Customer Experience
 - reduce operational costs
 - make life easier for your staff
 - ensure consistency and compliance



Implementation feasibility

Step 2 – determine the Cost To Achieve

- What will it take to get technology implemented?
- Think about:
 - resources
 - investment budget
 - timescales
 - training required



Prioritisation – why now?

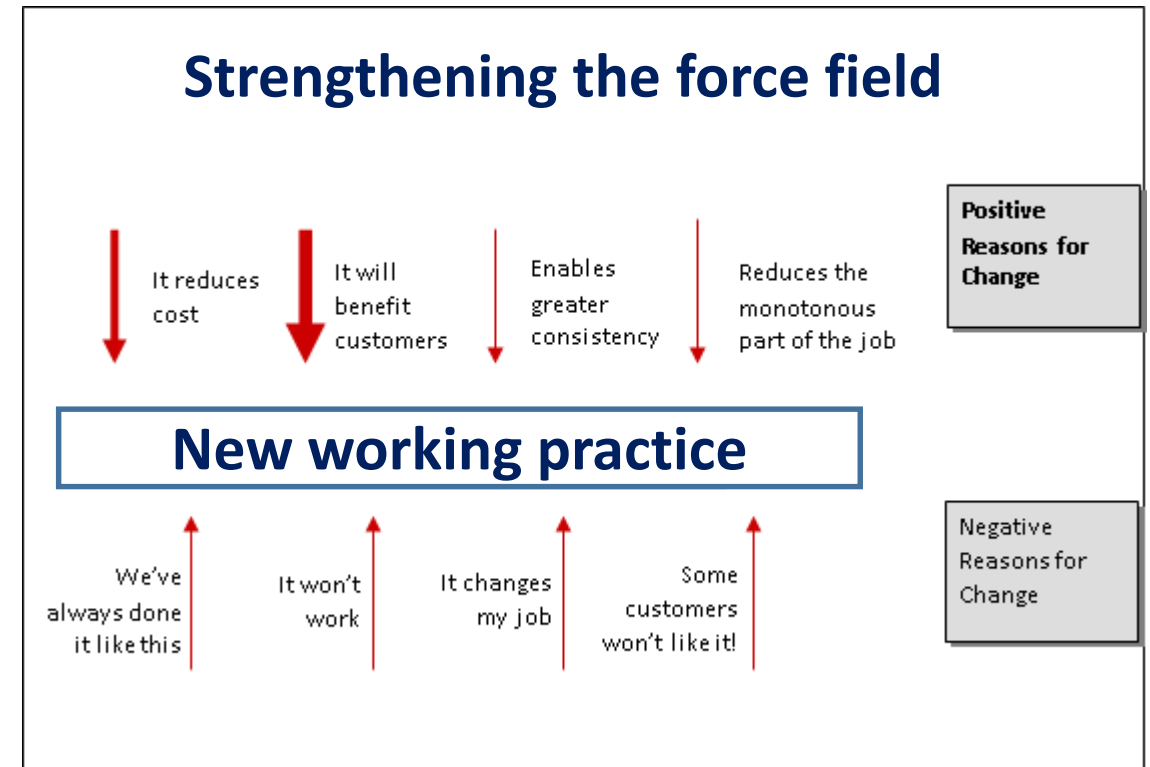


Step 3 – get stakeholder buy-in

➤ Change management is key

➤ Think about:

- Getting people bought into the new ways of working
- Overcoming objections
- Recognising that your project will displace someone else's



Deliver the outcome

Step 4 – measure the results

- Map the benefits to KPIs
- Measure 'before' and 'after'
- Be prepared to continuously improve
- Ensure the results are sustained



Time to ask the audience



#2 – Technology that improves the customer experience



Scenario: too many calls are queuing, and you are missing Service Levels

- How might technology help?
- - Adapt skills based routing (make more resource available)
- - Offer a call back (virtual queue)
- - Send a SMS with a link (initiate another channel)



#3 – Technology that reduces operational cost

Scenario – managing agents across channels (voice, chat, email, social)

➤ How might technology help?

Think about:

- - WFM scheduling and forecasting (agent multi-task management)
- - knowledge management tools (improve access to information)
- - Customer insight and analytics (identify failure demand)



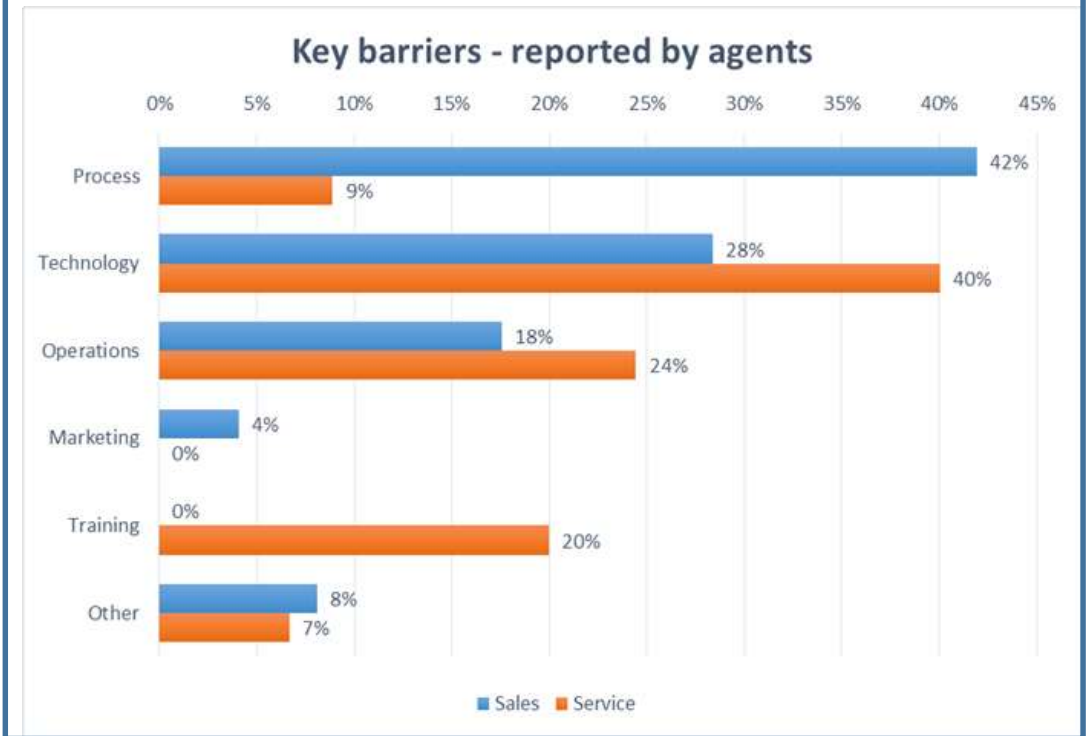
#4 – Technology that improves the agent experience



Start by asking your agents

- Undertake a survey – understand the barriers agents face and what can make the situation better
- Seek out all ideas and then group them into categories

A retail banking contact centre – in response to the question **“what gets in the way of you helping customers”**



Listen carefully...



Agents speak to more customers in a day than the CTO does in a year

- Get your technology team – and business analysts – to follow-up with groups of agents to frame the ideas with the greatest potential
- Provide reward and recognition to staff for ideas that get taken forward

For example, here are some of the ideas that the retail bank agents generated in one day

- Improve notes and contact history on CRM system
- Allow customers to reset their password option online
- Give us faster systems
- Provide demo and tutorials on our website for customers to understand their statements
- Introduce text back service to foreign numbers
- Increase the range of documents that customers can upload to our website
- Improve the IVR - routing customers to right team

To sum up....



According to an internet search for “technology is an enabler quotes”

➤ *“Technology is nothing.”*



To sum up....

According to an internet search for “technology is an enabler quotes”

- *“Technology is nothing.*
- *What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them.*
- *Every once in a while, a new technology, an old problem, and a big idea turn into an innovation.”*



Time to ask the audience

